

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

June 10, 2012

3:30 – 4:15 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, President, Paramount Contractors
Duke Gallagher, Treasurer, The Production Group
Carol Massie, Secretary, McDonald's Restaurants
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Fabio Conti, Fabiolus Cucina
John Lupo, JMPL Property Management
John Given, CIM Group
Kitty Gordillo, Hollywood Wilshire YMCA
Elizabeth MacDonald, Los Angeles Film School
Harout Markarian, Western Diocese of the Armenian Church
Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Charles Eberly, The Eberly Company

Consultants

Sarah MacPherson, Executive Director
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Jacqueline Berman, HPOA Intern
Melissa Logan, Amoeba Music
Joseph Wall, HPOA Intern

I. Call To Order

Brian Folb called the meeting to order at 3:50 p.m.

II. Public Comment

There were no public comments.

III. Approval of Board Minutes

A. Minutes from May 8, 2012

Copies of the minutes were distributed to the Board for their review.

It was moved by Mike Pogorzelski, seconded by Carol Massie and CARRIED to approve the Minutes from the May 8, 2012 meeting. Unanimously approved.

IV. Treasurer's Report

The Treasurers Report ending May 31, 2012, was tabled until the next meeting

The discussion with Jeff Briggs re: document retention, conflict of interest and whistle-blower policies was deferred to August or September.

V. Committee & Program Reports

A. Nominating Committee

- 1. Candidates for Board:** The Nominating Committee presented to candidates for the board of Directors, Melissa Logan with Amoeba Music, and Mike Smith with Broadreach Capital.

It was moved by Mike Pogorzelski, seconded by Kitty Gordillo and CARRIED to appoint Logan and Smith to the board, with terms expiring in February, 2013. Unanimously approved.

Rosenthal asked if the new board member's contact info could be made available to the board; MacPherson said an updated board roster would be distributed soon. She also said we should have a new board photo taken.

B. Marketing and Communications

1. Sunset & Dine: Strecker reported that the inaugural Sunset & Dine was a success. He presented the final budget to the board, which showed that the event had brought in \$8,829.72 (not counting the BID contribution of up to \$5,000) and the expenses had amounted to \$10,342.99, with a net loss of \$1,513.27. Factoring in the \$5,000 BID contribution, we were left with a surplus of \$3,486.73. Folb recommended donating part of this surplus to the art department at Helen Bernstein High School, which Massie agreed with; noting that the flyer stated the event would benefit the department.

It was moved by Brian Folb, seconded by Kitty Gordillo and CARRIED to contribute \$1,000 to the art department at Helen Bernstein High School in appreciation of their assistance with the new pole banner designs. Unanimously approved.

Pogorzelski also thanked the BID for working with AMPAS on the event, and said they learned a lot through the experience, as it was the first outside event they hosted at Academy Hollywood.

C. Security Committee

1. Report from tour of LAPD station camera room: Rosenthal reported that the monitors will be moved into the detective room at LAPD Hollywood, and our video contractor is donating the labor. There will be an expense of about \$800 for wiring, which will be split between the BIDs and the council office. Mariani said our share would be about \$54. Folb stated that he believes LAPD is still committed to the cameras.

2. General Security Report: Mariani reported that Andrews is continuing to provide great service to the BID.

D. Streetscape Committee

1. Hollywood Community Plan: MacPherson provided cards to the board to document their support for the plan. These cards are being used by both BIDs, the Chamber, and other organizations who are having them filled out by various residents, stakeholders, and property owners in Hollywood in anticipation of the City Council hearing on the plan, which is scheduled for June 19, 2012.

VI. New Business

1. AB2265: A new piece of legislature, authored by Assembly member Hernandez, would prohibit staff or a consultant involved with the formation of a BID to be involved in ongoing management of that BID. The bill was included in the packet and e-mailed out to the board. This would prevent any of the current BID staff, who all helped with the renewal of the Sunset & Vine BID, from working there, although this would not be retroactive.

It was moved by Harout Markarian, seconded by John Given and CARRIED to oppose AB2265. Unanimously approved.

2. Board position on proposed relaxation of restroom standards for food truck: MacPherson presented the board with a template from the BID consortium to show support for keeping the restroom standards as is. The food truck association has been meeting with the county in an effort to relax these restrictions. Massie pointed out that the county should be able to make money by enforcing these restrictions, which were put in place for health and safety reasons.

It was moved by Fabio Conti, seconded by Kitty Gordillo and CARRIED to adopt a board policy opposing the relaxation of restroom standards for food trucks, and to write a letter stating our opposition to the county health department. Unanimously approved.

3. Lavan v. City of Los Angeles: Morrison stated that this court case, which started with an issue on skid row, has led to an injunction from the seizure of abandoned property on city sidewalks. Essentially, BID and police are prohibited from removing items on the sidewalk for 90 days, which has led to health issues and blight on the sidewalks of skid row. There is concern that this could apply to the entire city if it becomes permanent. Morrison suggest the board lend its voice to the coalition which is opposing this ordinance, and reminded the board members of the Jones case, which created a city-wide ordinance allowing homeless persons to sleep in doorways of businesses during nighttime.

It was moved by Carol Massie, seconded by Fabio Conti and CARRIED to adopt a board position in opposition of the injunction, and advocating for the enforcement of city and county laws that address seizure of abandoned property and sanitation in the wake of the US Central District Court preliminary injunction in *Lavan v. City of Los Angeles*. Unanimously approved.

4. Vine Street Parking Garage Survey: Folb stated there is a survey in the board packet for those near the new Vine Street parking garage, currently under construction. Mariani asked board members to fax the survey back to the office; staff will also e-mail out an electronic version. The deadline is June 22.

5. Request to city extending parking meter limits from one to two hours in downtown Hollywood: Morrison stated that she is working with the Chamber on this initiative to ask the city for a study; she advised it will not happen overnight.

VII. Old Business

1. CPI Adjustment to 2012/2013 Assessment Roll: MacPherson stated that the board was asked at the last meeting to consider increasing the assessment roll by up to 3%. Currently the CPI (Consumer Price Index) is 2.7% so the board could opt to increase by that amount, or any amount under, or to not increase at all. Mariani presented to the board and explained that the current maintenance contract is \$369,576 but he anticipates this will go up after the committee goes out to bid on a new contract, which needs to be done soon. He said the same applies to the security contract. Neither of these contracts has been increased for some time, even after the BID was expanded. Currently, the Hollywood BID is “loaning” officers to Sunset. Gallagher pointed out that to date, we have not received any public money for assessments and he has a feeling that the CRA will not be paying at all, which amounts to about \$50,000. Rosenthal said as the BID was just renewed and expanded, he doesn’t feel that now is the right time to increase the assessments. MacDonald said she spoke with the owners of LA Film School and they also don’t agree with an increase. Sassanian proposed a 2% increase, saying she understands that times are tough but she is concerned with the security budget.

It was moved by Roxanna Sassanian, seconded by Kitty Gordillo and CARRIED to approve a 2% increase to the 2012/13 assessment roll. 7 voted in favor, 4 opposed, and on abstention.

VIII. Staff Announcements

There were no staff announcements.

X. Next Meeting

The Annual All Property Owners Meeting is scheduled for July 10, 2012.

XI. Adjournment

The meeting was adjourned at 4:15 p.m. so the board and staff could leave for a fieldtrip of the Sunset & Vine BID.